

# *Marketing Missouri*



*2007*

Marketing Plan



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# MESSAGE FROM THE DIRECTOR

Missouri's tourism marketing programs enjoy a history of success. Not only have they earned national and international accolades, but even more importantly, they have generated revenue for our state.



It is evident that other states are realizing an excellent return on their tourism investment and are responding by significantly increasing their marketing budgets. Remaining competitive and increasing Missouri's market share will demand an aggressive approach. We will examine not only additional state, regional, national and international markets as potential opportunities for expansion, but also new partnerships, fresh programs, and the use of emerging technologies.

We have developed this blueprint of our planned 2007 marketing activities with the understanding that in changing times, flexibility is not only necessary to capitalize on developing opportunities; it is a strength. As ongoing research brings to light the latest travel trends and the most effective means of reaching prospective visitors, our marketing plan will evolve.

New markets and programs will further diversify our overall strategy and increase our options for more revenue so that we may pursue our vision of "Leading Missouri in becoming one of America's most memorable tourist destinations."



## Missouri's Five Vacation Regions





# Research

The Missouri Division of Tourism conducts research to evaluate successful initiatives, and as a forward-looking strategic planning tool. The type of research conducted is contingent upon marketing plans and funding. Through competitive bidding, qualified research companies offering the latest methodologies are retained. In 2007, the following research will be conducted:

## ADVERTISING AND PUBLIC RELATIONS EFFECTIVENESS

This study is conducted pre, post and during an ad campaign to determine the levels of advertising recall and the effectiveness of campaign messages. We measure ad recall, message comprehension, return on investment and overall effectiveness. Geographic areas surveyed are those that the ad campaigns target.  
*Vendor: Strategic Marketing and Research Inc. (SMARI)*  
*Phase one: Spring 2007; phase two: fall 2007; phase three: December 2007*

## ADVERTISING CONCEPT STUDY – DOMESTIC MARKETS

This study includes a qualitative (focus groups) and quantitative (online) evaluation of both current advertising as well as new concepts. It is conducted prior to the start of the spring campaign and evaluates the anticipated effectiveness of various types of advertising using the perspective of the domestic traveler.  
*Vendor: SMARI*  
*Fall 2007*

## NATIONWIDE DATA RESOURCES

Raw consumer data include trip activities, transportation modes, destinations, accommodations, dollars spent, travel intentions, psychographics, customer satisfaction, etc. Data reports are used as a basis for economic impact reporting.  
*Vendor: TNS/Travel and Transport Travels America*  
*Quarterly*

## LODGING STATISTICS

These monthly reports reflect lodging occupancy and revenues throughout the state and provide comparisons to competitors. The data help indicate travel trends both nationally and within the Missouri tourism industry.  
*Vendor: Smith Travel Research*  
*Monthly*

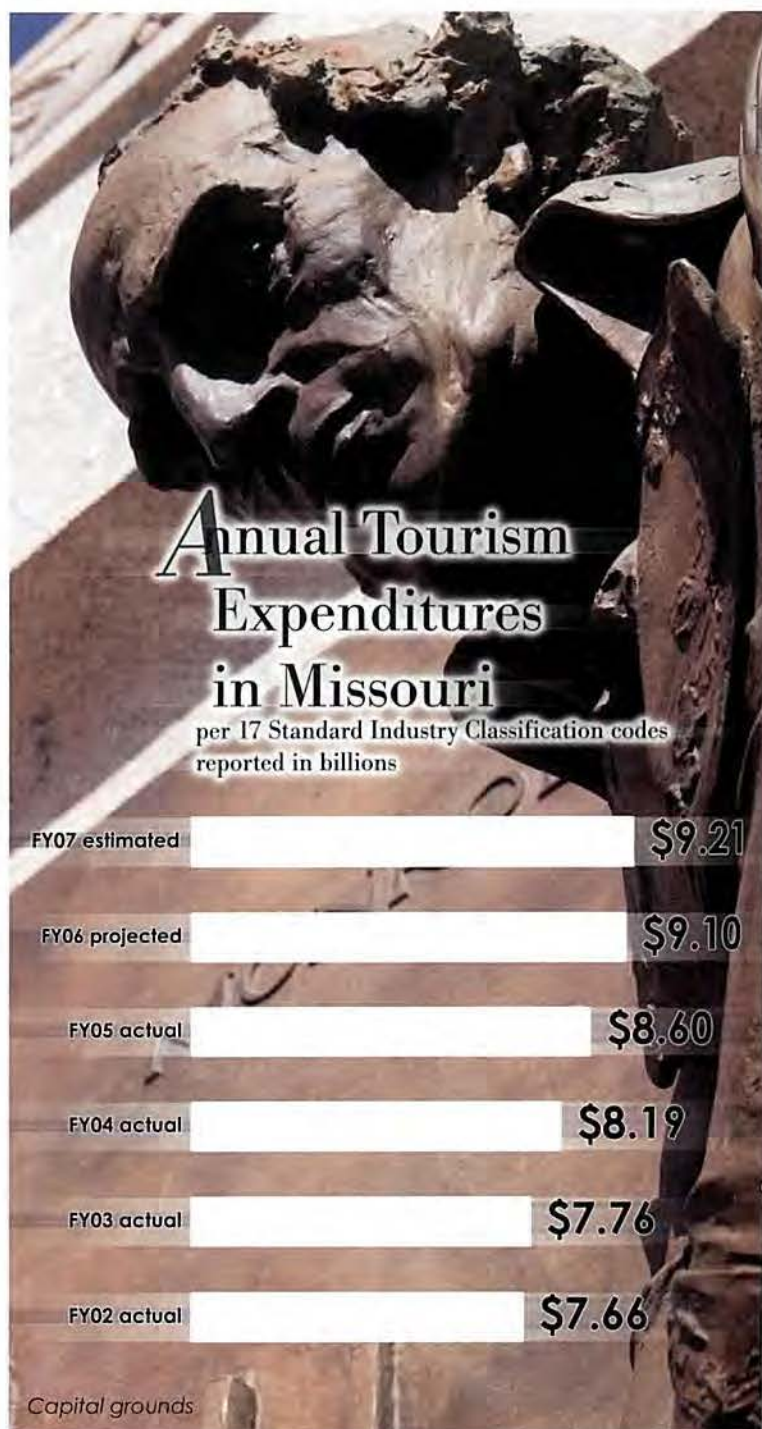
## ECONOMIC IMPACT ANALYSIS

This report summarizes the regional direct economic impact of Missouri travel and tourism on the state. Further, it details the activities, demographics and psychographics of Missouri's visitors, reports tourism employment numbers and provides informa-

tion on the number of domestic travelers to Missouri.  
*Vendor: University of Missouri-Columbia*  
*Early 2007*

## WEB SITE STUDY

The first phase of the two-phase study asks Web site users to evaluate our site, thus determining who uses VisitMO.com. The follow-up phase examines the differences between Web visitors who actually come to Missouri and those who do not. The study provides comparisons with other participating states.  
*Vendor: Texas A & M*  
*Quarterly, plus year-end reporting in February*





## ANALYTIC CRM SYSTEM-DATABASE MANAGEMENT AND ANALYSIS

Ruf Strategic Solutions has developed a proprietary, electronic database reporting system with the unique ability to integrate vast arrays of data utilizing advanced technology tools. Up-to-the minute analysis includes inquiry activity by geography and advertising medium. The Navigator system empowers MDT marketing managers and MDT's ad agency with actionable and measurable intelligence about the Missouri visitor. This information can be used for customer relationship marketing to enhance customer retention capabilities. By further utilizing access to the RUF data resources of 110 million records, specifically targeted mailing lists of potential visitors similar to current visitors can be purchased for prospecting and direct marketing applications.

*Vendor: RUF Strategic Solutions*

*Ongoing*

## GROUP TRAVEL STUDY

This study will explore the impact of all packaged travel in or to Missouri where 15 or more individuals purchase their travel experience with one check. Further, this study will serve as a benchmark study prior to Missouri hosting the National Tour Association's annual conference in November of 2007.

*Vendor: Davidson Peterson Associate Inc.*

*Year-long study for 2007*

# Communications

The Communications Program is responsible for supporting the Missouri Division of Tourism's marketing efforts. This is accomplished by creating appealing and informative publications, developing proactive public relations initiatives and maintaining an innovative Web site.

## PUBLICATIONS

### Goal

Disseminate information about Missouri travel opportunities to prospective visitors through the *Official Vacation Planner*.

### Strategy

Produce an attractive, comprehensive travel publication that includes recreational opportunities, attractions, accommodations and maps.

### Tactics

- Compile up-to-date information using the division's extranet as the source for *Vacation Planner* listings.
- Using themed feature sections, highlight special areas of interest to travelers visiting Missouri.
- Spotlight new attractions.
- Conduct an annual photo contest, in which visitors submit their images for consideration in publications.

- Produce an e-book version of the *Vacation Planner* for prospective visitors to download at VisitMO.com

### Goal

Strengthen awareness of Division of Tourism activities and programs, as well as sites and attractions of interest to Missouri residents.

### Strategy

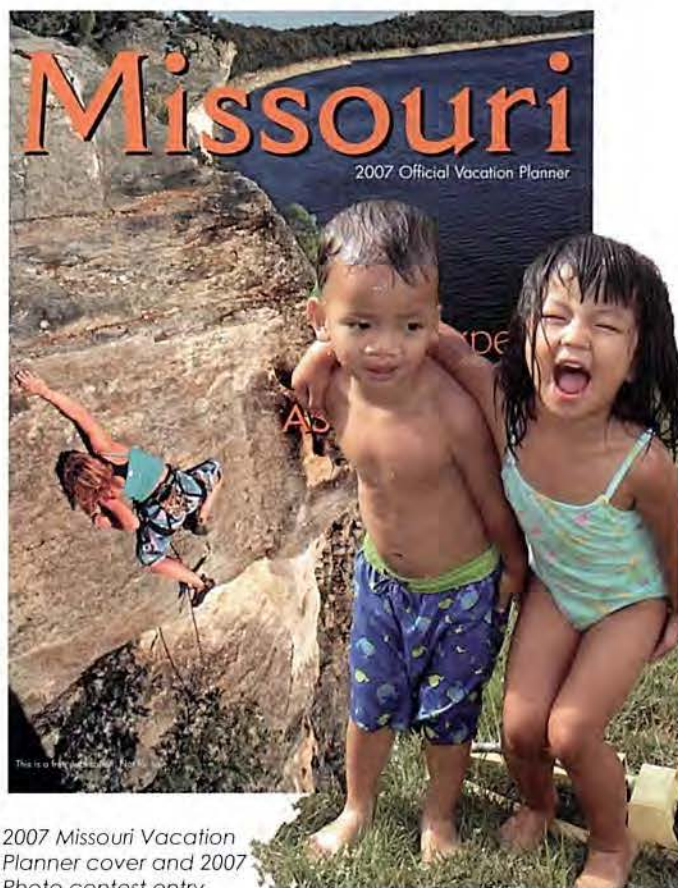
Create informative publications and an online newsletter for a variety of audiences.

### Tactics

- **Annual Report**, audience - Missouri State Legislature.
- **Spring Newspaper Insert**, audience - Missouri residents.
- **Marketing Plan**, audience - Missouri tourism industry.
- **Monitor**, audience - Missouri tourism industry and public.



"Uncork an Adventure" press tour



2007 Missouri Vacation Planner cover and 2007 Photo contest entry



## PUBLIC RELATIONS

### Goal

Support the division's objective of increasing revenue from travelers' expenditures.

### Strategy

Increase awareness of Missouri as a vacation destination by generating positive coverage in the media.

### Tactics

- Provide appealing b-roll in an easily accessible format.
- Leverage media buys to acquire editorial coverage.
- Generate news releases about Missouri destinations and events.
- Host group press tours for travel writers.
- Coordinate individual press tours and assist writers visiting Missouri on assignment.
- Publicize special events.
- Pitch Missouri travel stories to journalists at media marketplaces: Public Relations Society of America Tour and Travel Conference, Midwest Travel Writers Association, Travel Media Showcase and Missouri Press Association Convention.
- Make in-person calls on editors of targeted national publications during media missions.
- Maintain memberships in media organizations, including the Public Relations Society of America Tour and Travel Section, Midwest Travel Writers Association, Outdoor Writers Association of America, Missouri Broadcasters Association and Missouri Press Association.
- Assist journalists gathering information and images.
- Maintain and update an online News Bureau at [www.news.VisitMO.com](http://www.news.VisitMO.com).
- Promote Jesse James sites to capitalize on the release of the new Brad Pitt movie in which Pitt portrays the legendary outlaw.

## VISITMO.COM

### Goal

Employ the most cost-effective means of placing MDT's message before the growing number of people who research vacation destinations online.

### Strategy

Increasingly use the Division of Tourism Web site as the vehicle to disseminate information about Missouri destinations, attractions, events and promotions.

### Tactics

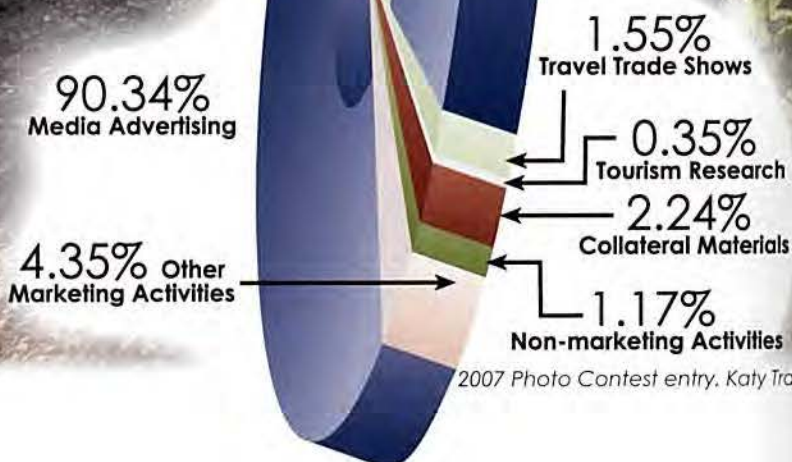
- Enhance VisitMO.com to match audience preferences.
- Use the MDT Web site extranet to collect information for publications, including the *Vacation Planner*.
- Offer links to special promotions and coupons.
- Provide an online version of the *Official Missouri Vacation Planner*.
- Improve navigation.
- Enhance and expand mapping.
- Enhance trip ideas, itineraries.

## Cooperative Marketing Program

The Division of Tourism's 50/50 matching funds reimbursement program exemplifies the valuable partnership between MDT and Missouri destination marketing organizations (DMOs). The Cooperative Marketing program provides a dollar-for-dollar match to implement approved performance-based tourism marketing projects that non-profit professional DMOs develop.

More than 90 percent of the dollars budgeted for FY07 Cooperative Marketing projects will be used for the placement of media advertising.

## Cooperative Marketing Expenditures by Type





# FY07 Cooperative Marketing Advertising by Media Type

This chart illustrates the media mix of FY07 Co-op projects. Television/cable advertising and print ads targeting regional and national markets comprise nearly 80 percent of the media advertising approved for FY07.



## Goal

Increase direct domestic tourism expenditures.

## Strategies

- Extend MDT marketing resources through participation in strategic marketing partnerships.
- Support local performance-driven projects designed to increase tourism.
- Provide incentives and opportunities for marketing growth and improvement.
- Strengthen tourism industry/MDT partnerships.

## Tactics

- Fund projects that support the division goal of increasing tourism expenditures and program strategies.
- Cultivate funding opportunities that maximize emerging market trends.

Cooperative Marketing advertising placements both complement and enhance MDT's media plan. By doubling the division's co-op investment, this program plays a crucial role in MDT's overall domestic marketing strategy.

## MEASURING SUCCESS

The Cooperative Marketing Program requires that all funded projects exceeding \$10,000 include systematic measurement plans to gauge their success. These plans include quarterly reporting of marketing responses as well as an in-depth measurement plan designed for each project.

Projects funded at greater than \$50,000 require the reporting of ad response tracking each quarter as well as the implementation of approved research to include a return on the Cooperative Marketing investment calculation.

Following the conclusion of each fiscal year, MDT combines and analyzes outcome information provided by participants. MDT publishes this information in a report each February.

## FY08 FUNDING OPPORTUNITIES

The FY08 Cooperative Marketing budget totals \$3,250,000. Combined with the local match, the FY08 program is expected to generate \$6.5 million in tourism advertising activities.

During the first week of August 2006, MDT distributed the FY08 program information. Co-op staff hosted six educational seminars around the state during September and October of 2006 to introduce the FY08 program.

# Proposed FY08 Cooperative Marketing Program Budget

	MARKETING TO THE LEISURE TRAVELER					Other Related Focuses	
MARKETING CATEGORY	Brochure Program	Small Project Marketing	Leisure Travel Marketing	Destination Advertising	Statewide Marketing	Convention Marketing	Tourism Research
Project period	7/1/07 through 6/30/08	Two six-month periods 7/1/07-12/31/07 and 1/1/08-6/30/08	One 12-month period	One 12-month period	One 12-month period	One 12-month period	One 12-month period
Minimum state funds per application	\$100	\$500	\$10,000	\$50,000	\$1,000	\$5,000	\$500
Maximum state funds per application	\$2,500	\$5,000	\$50,000	\$400,000	\$10,000	\$60,000	\$5,000
DMO fiscal year maximum	\$2,500	\$10,000	\$50,000	\$400,000	\$10,000	\$60,000	\$5,000
Maximum number of applications accepted	One per fiscal year	One per project period/two per fiscal year	One to three total per fiscal year	One or two per fiscal year	One per fiscal year	One or two per fiscal year	One per fiscal year
Applications due	7/1/07 through 4/15/08	3/1/07 and 9/1/07	1/31/07	4/15/07	1/31/07	1/31/07	1/31/07
Proposed FY08 state funding levels by category	\$800,000			\$2,130,000	\$20,000	\$300,000	(Funded within Leisure Travel categories)
	\$3,250,000						

This chart offers an overview of the FY08 program. Visit the MDT Web site, [VisitMO.com](http://VisitMO.com), for additional information on the Cooperative Marketing Program including DMO certification, program guidelines, applications, and instructions. At the home page, click on Industry Info, then, Cooperative Marketing Program, and finally FY08 Program Information.



# General Marketing

## Advertising by Season

Top: Missouri Botanical Garden  
Bottom: 2007 Photo Contest entry

**71.7%**  
Spring-Summer  
(January-June)

**3.6%**  
Holiday  
(November-December)

**20.2%**  
Fall  
(August, September, October)

**4.5%**  
July



### Tactics

- Place advertising utilizing a balanced mix of image and awareness-building media – primarily broadcast and direct response-oriented media – including television, radio, magazines, newspapers and select online placements.
- Base campaign timing to promote fall travel (August through October), holiday travel (November and December), and spring/summer travel (March through July).
- Create campaigns that combine shorter, more frequent get-aways with traditional one- or two-week vacations.
- Develop partnerships with industry businesses and attractions and motivate potential visitors to utilize VisitMO.com.
- Emphasize in all communications Missouri's unique appeal to potential travelers who possess a wide variety of leisure travel interests and needs.
- Use promotions in media campaigns to extend advertising budgets via partnerships.
- Continue to have Missouri represented at national and regional sports shows and other outdoor marketing events.
- Reach our best customers by employing targeted, one-to-one messages in direct marketing efforts.
- Support industry participation in sports shows, as well as assist DMOs' efforts to attract and secure teams.
- Increase emphasis on meeting and convention marketing as part of MDT's overall marketing plan.

### Strategy

Provide educational and networking assistance to the Missouri tourism industry.

### Tactic

- Missouri Governor's Conference on Tourism: Along with corporate and industry sponsors, bring in well-known national and regional speakers to provide Missouri tourism professionals with the most up-to-date tourism-related information. Stress marketing, including online strategies, public relations and research.

## Domestic Marketing

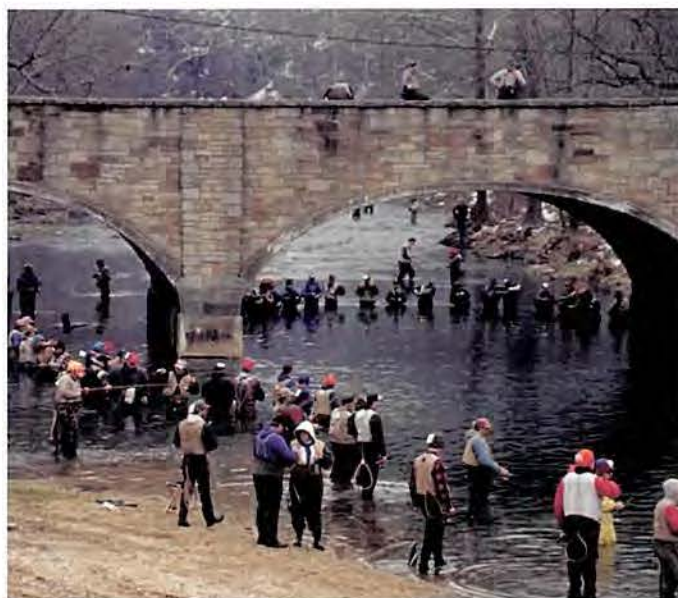
While Domestic Marketing comprises portions of the division's other marketing programs, what follows is information on MDT's general marketing program, which encompasses the majority of the target population.

### Goal

Increase visitation and travel expenditures to Missouri by out-of-state travelers and raise the number of Missouri residents who opt to spend their vacations in-state.

### Strategy

Increase consumer awareness of Missouri's outdoor recreation, attractions, culture and history to in-state and out-of-state potential visitors from Missouri's target markets.



Bennett Spring State Park



# Planned 2007 Magazine Advertising

## MAGAZINES

### Consumer Display

	January	February	March	April	May	June	July	August	September	October	November	December	Circulation
AAA Journeys													87,000
AAA Living													2,395,611
AAA Tourbook													670,728
AARP The Magazine													4,583,637
American Heritage													351,579
Arthur Frommer's Budget Travel													558,432
Better Homes & Gardens													1,425,000
Camping Life													87,201
Country Home													1,307,303
Country Living													400,000
Endless Vacation													326,063
Family Fun													1,956,553
Good Housekeeping													780,000
Home & Away													1,574,027
Ladies Home Journal													773,000
Midwest Living													954,614
Midwest Traveler													477,023
More													1,120,313
National Geographic Traveler													724,119
Oprah													600,000
People													869,908
Preservation													189,604
Prevention													551,017
Reader's Digest													3,800,000
Redbook													664,000
Southern Living													603,384
Texas Monthly													309,560
Trailer Life													270,049
Travel & Leisure													957,849
Travel 50 & Beyond													100,000
Vacations													197,535
Woman's Day													631,000

## BROCHURE PANELS

### Newspaper and Magazine

	January	February	March	April	May	June	July	August	September	October	November	December	Circulation
Metro Iowa Plus													1,252,000
Missouri Press													935,466
Midwest Vacation Guide													3,900,000
Madden Preprint Insert													1,900,000
USA Weekend													6,896,627
Valassis Vacation Values													3,379,600

Dickerson Park Zoo, Springfield



# Planned 2007 Television and Radio Advertising

## TELEVISION

### Spot Market – Tier I Markets

Cedar Rapids-Waterloo and Dubuque  
Champaign & Springfield-Decatur  
Des Moines-Ames  
Omaha  
Paducah-Cape Girardeau-Harrisburg-Mt. Vernon  
Peoria-Bloomington  
Topeka  
Wichita

## TELEVISION

### Spot Market – Tier II Markets

Chicago  
Dallas-Ft. Worth  
Ft. Smith-Fayetteville-Springdale-Rogers  
Jonesboro  
Lincoln and Hastings-Kearney  
Little Rock-Pine Bluff  
Memphis  
Oklahoma City  
Quad Cities  
Rochester-Mason City-Austin  
Sioux City  
Terre Haute  
Tulsa

## TELEVISION

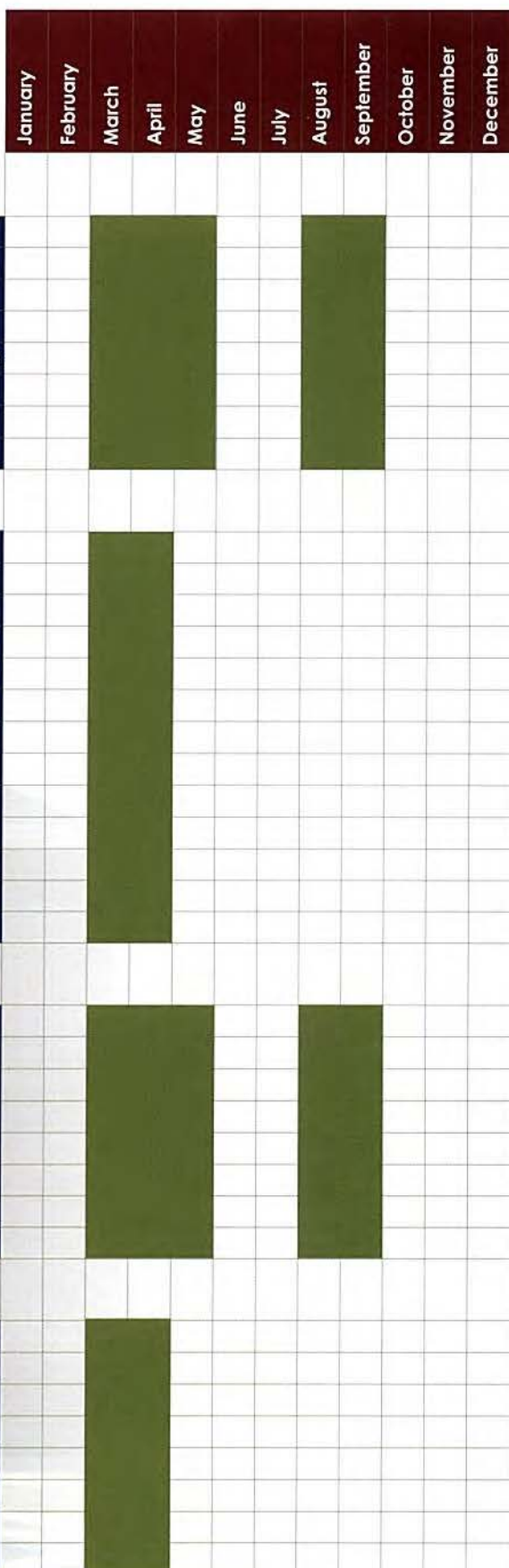
### Spot Market – In-State Markets

Columbia-Jefferson City  
Joplin-Pittsburg  
Kansas City  
Ottumwa-Kirksville  
Quincy-Hannibal  
Springfield  
St. Joseph  
St. Louis

## RADIO

### Spot Market – Tier I Markets

Cedar Rapids-Waterloo and Dubuque  
Champaign and Springfield-Decatur  
Des Moines-Ames  
Omaha  
Paducah-Cape Girardeau-Harrisburg-Mt. Vernon  
Peoria-Bloomington  
Topeka  
Wichita





# Domestic Advertising Market Tiers

The Missouri Division of Tourism's market tier strategy is derived from a weighted calculation that takes into account market population statistics, propensity to take a vacation, propensity to vacation in Missouri, *Vacation Planner* request data, driving time and distance, competitive conditions and market media costs.

- Tier I receives spot television and radio marketing.
- Tier II receives spot television.
- Tier III markets receive little-to-no spot advertising.

All markets will be exposed to network television and radio, as well as regional and national print advertising – primarily magazine.



## Tier I

Cedar Rapids-Waterloo-  
Dubuque  
Champaign-Springfield-Decatur  
Des Moines-Ames  
Omaha  
Paducah-Cape Girardeau-  
Harrisburg-Mt. Vernon  
Peoria-Bloomington  
Topeka  
Wichita

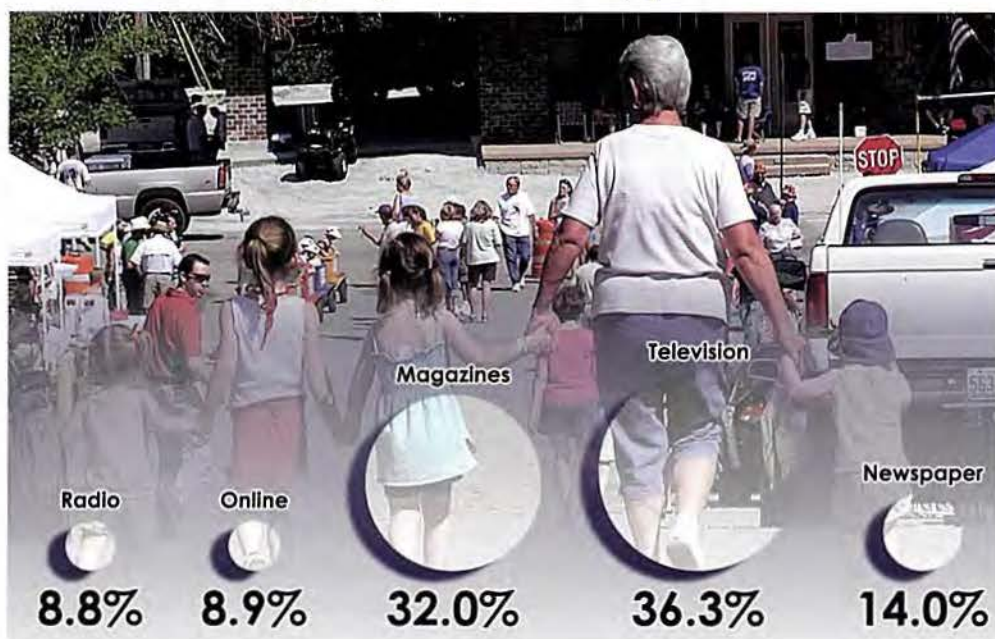
## Tier II

Chicago  
Dallas-Ft. Worth  
Ft. Smith-Fayetteville-  
Springdale-Rogers  
Jonesboro  
Lincoln-Hastings-Kearney  
Little Rock-Pine Bluff  
Memphis  
Oklahoma City  
Quad Cities (Davenport-Rock  
Island-Moline)  
Rochester-Mason City-Austin  
Sioux City  
Terre Haute  
Tulsa

## Tier III

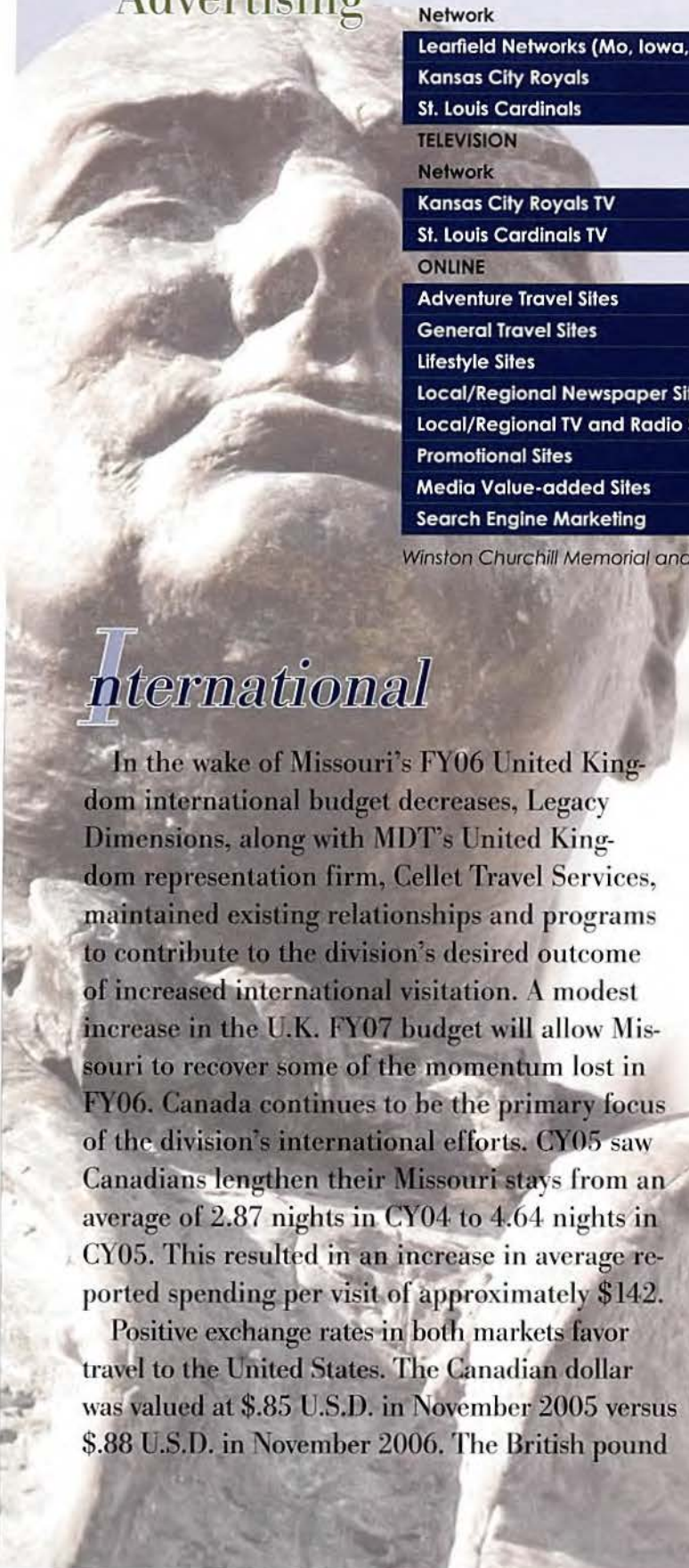
Evansville  
Louisville  
Madison  
Milwaukee  
Minneapolis-St. Paul  
Nashville  
Rockford

## General Marketing Advertising by Media Type



2007 Photo Contest entry





Advertising

Network

Learfield Networks (Mo, Iowa,

Kansas City Royals

St. Louis Cardinals

TELEVISION

Network

Kansas City Royals TV

St. Louis Cardinals TV

ONLINE

Adventure Travel Sites

General Travel Sites

Lifestyle Sites

Local/Regional Newspaper Sites

Local/Regional TV and Radio

Promotional Sites

Media Value-added Sites

Search Engine Marketing

Winston Churchill Memorial and

## International

In the wake of Missouri's FY06 United Kingdom international budget decreases, Legacy Dimensions, along with MDT's United Kingdom representation firm, Cellet Travel Services, maintained existing relationships and programs to contribute to the division's desired outcome of increased international visitation. A modest increase in the U.K. FY07 budget will allow Missouri to recover some of the momentum lost in FY06. Canada continues to be the primary focus of the division's international efforts. CY05 saw Canadians lengthen their Missouri stays from an average of 2.87 nights in CY04 to 4.64 nights in CY05. This resulted in an increase in average reported spending per visit of approximately \$142.

Positive exchange rates in both markets favor travel to the United States. The Canadian dollar was valued at \$.85 U.S.D. in November 2005 versus \$.88 U.S.D. in November 2006. The British pound

Learfield Networks (Mo, Iowa, Ill., Neb.)  
Kansas City Royals  
St. Louis Cardinals

**Kansas City Royals TV**  
**St. Louis Cardinals TV**

- Adventure Travel Sites
- General Travel Sites
- Lifestyle Sites
- Local/Regional Newspaper Sites
- Local/Regional TV and Radio Sites
- Promotional Sites
- Media Value-added Sites
- Search Engine Marketing

[illegible]

Winston Churchill Memorial and Library

In the wake of Missouri's FY06 United Kingdom international budget decreases, Legacy Dimensions, along with MDT's United Kingdom representation firm, Cellet Travel Services, maintained existing relationships and programs to contribute to the division's desired outcome of increased international visitation. A modest increase in the U.K. FY07 budget will allow Missouri to recover some of the momentum lost in FY06. Canada continues to be the primary focus of the division's international efforts. CY05 saw Canadians lengthen their Missouri stays from an average of 2.87 nights in CY04 to 4.64 nights in CY05. This resulted in an increase in average reported spending per visit of approximately \$142. Positive exchange rates in both markets favor travel to the United States. The Canadian dollar was valued at \$.85 U.S.D. in November 2005 versus \$.88 U.S.D. in November 2006. The British pound

## TARGET MARKETS

Sixty-two percent of Canadians visiting Missouri come from Ontario. Thus, the primary marketing efforts will focus on this province, with secondary emphasis on Alberta, Quebec and British Columbia.

The modest increase in Missouri's U.K. FY07 budget will assist in recovering and maintaining available product offerings as well as provide the opportunity to introduce new tour products.

- Empty-nesters traveling alone or with older children;
- Age 50-plus, traveling in parties of two;
- Have visited the United States at least four times prior to a Missouri visit;
- Combine a Missouri visit with visits to at least two other states;
- Research destinations and rely on recommendations;
- Have interest in authentic experiences and familiar icons;
- Take their holidays via auto (fly/drive);
- Forty-nine percent of Canadians travel to Missouri via auto.



## Goals

Increase the level of overall international visitation to Missouri.

Increase length of stays.

## Strategy

Raise consumer awareness of the state's offerings.

## Tactics

- Participate in consumer shows occurring in primary markets.
- Host media on personal trips and itinerary-based familiarization tours as well as maintain in-country media relationships.
- Continue destination training for travel agents.
- Advertise in target market publications.
- Participate in cooperative marketing programs, including direct mail, with established in-country tour operators.
- Issue country-specific press releases.

## Strategy

Maintain communication with travel agents.

## Tactics

- Host and participate in high-profile travel-trade trade shows.
- Continue travel agent and group destination training.
- Host group and individual familiarization trips.
- Advertise in travel-trade publications.
- Pursue editorial coverage targeted toward travel agents.
- Engage travel partners in cooperative marketing programs.
- Promote U.K. Web-based training program, TravelUni.

## Strategy

Increase tour product offerings.

## Tactics

- Increase Missouri products that American-based receptive operators offer.
- Offer product updates during appointment-based trade shows, such as TIA Pow Wow, World Travel Market and Ontario Motor Coach Association.
- Support tour operator events.
- Conduct sales calls to tour operators.
- Coordinate special events focusing exclusively on Missouri.
- Increase cooperative marketing support for existing programs.
- Conduct familiarization trips for product development decision-makers.
- Create and maintain market-specific newsletters and guides.
- Educate Missouri's tourism industry on the importance and intricacies of working with the international tour operator.
- Coordinate dedicated sales mission inviting individual partners to participate. Schedule Missouri-targeted trade and media appointments and host events.
- Continue an aggressive consumer awareness program.
- Pursue editorial coverage directed toward the foreign travel trade through press releases, personal contact and familiarization trips.



*St. Louis Iron Mountain & Southern Railway, Jackson*

## Strategy

Align Missouri brand with relevant and respected consumer brand partners to establish and/or reinforce a brand in the international marketplace.

## Tactics

- Work with Warner Bros. on film launch of new Brad Pitt movie, "The Assassination of Jesse James by the Coward Robert Ford."
- Promote Missouri as being home of Jesse James and Brad Pitt through consumer channels, including booksellers, video rental, cinema chains, consumer advertising and editorial.
- Work with key U.K. and Canadian tour operators to promote Missouri and Jesse James by offering a consumer "win a holiday" to Missouri.
- Utilize TravelUni online training program by encouraging agents to sign up and win a ticket to the premiere of "The Assassination of Jesse James."
- Create special movie-related events for the U.K. and Canadian travel trade and media.

## FUTURE ITINERARY CONCEPTS

Many tour operators rely on repeat clientele, therefore keeping product "fresh" is an ongoing issue, particularly in the Canadian and domestic markets. Operators, whether domestic or international, are constantly seeking something new. This may be in the form of a new theme tour or updates to an existing tour.

In keeping with the itinerary-based sales approach, Legacy Dimensions and Cellet Travel Services will focus on:

- Civil War 150th anniversary;
- Agritourism and industrial tours;
- Ozark heritage tours;
- Great outdoors/soft adventure;
- Music;
- Jesse James/Wild West;
- River tours.





Peaceful Bend Vineyard, Steelville  
Blues Fest, Springfield  
Civil War Reenactment, Jefferson City  
The Blue Room, American Jazz Museum  
Kansas City

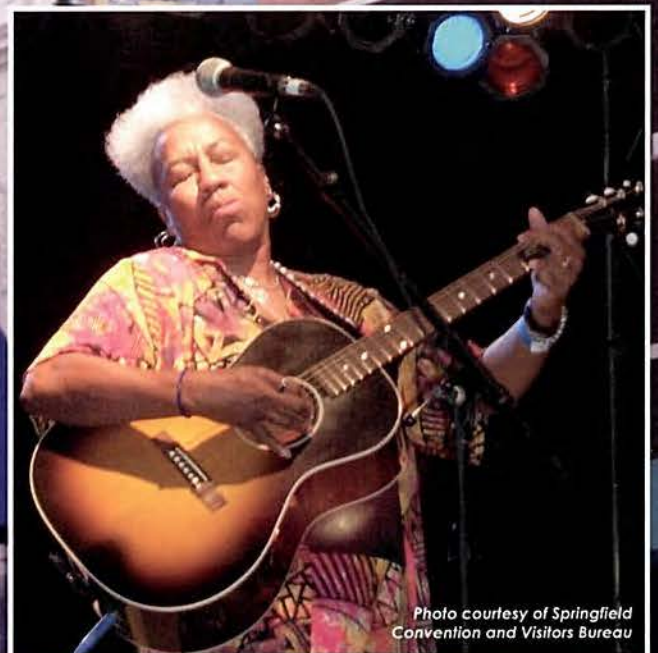


Photo courtesy of Springfield  
Convention and Visitors Bureau



# Cultural Tourism

The Cultural Tourism Program exists to attract visitors who travel in order to experience history, heritage and the arts. This high-dollar visitor tends to stay longer than other leisure travelers, resulting in more expenditures. In 2007, Missouri will continue to reach out to the cultural traveler, heeding information learned from the 2005 Cultural and Heritage Tourism study.

## MISSOURI'S CIVIL WAR

The 150th anniversary of the Civil War will be marked in 2011. Research indicates that history-minded travelers are unaware of Missouri's Civil War attractions. Therefore, the division is working to raise the state's Civil War profile in the years leading up to the Sesquicentennial. Missouri has trademarked the slogan, "Where the Civil War Began," to draw attention to the starting place of the conflict and the border wars between Missouri and Kansas. In 2007 Missouri will mark the 150th anniversary of the U.S. Supreme Court's decision in the Dred Scott case, which led the nation one step closer to war.

### Goal

Generate traffic to Missouri's Civil War sites.

### Strategy

Raise awareness of Missouri's Civil War history and heritage.

### Tactics

- Promote Missouri as the place the Civil War began.
- Explore partnership opportunities to promote the trans-Mississippi war.
- Create itineraries for leisure travelers.
- Create advertising to attract historic and heritage travelers.
- Drive traffic to the Where the Civil War Began Web site.
- Pitch stories to general interest publications and history and heritage magazines.
- Arrange press trips.

### Strategy

Promote the Civil War history and heritage to groups.

### Tactics

- Identify group-friendly sites.
- Create itineraries.
- Pitch Civil War tours and sites to travel planners.
- Create collateral material for group leaders and tour operators at trade shows, such as National Tour Association, American Bus Association, Bank Travel, Glamer and Student Youth Travel Association.
- Pitch information to travel trade publications, such as Courier, Destinations, Group Travel Leader, Bank Travel and Travel Bound.

## OTHER MISSOURI HISTORY

### Lewis and Clark

The Bicentennial Commemoration of the Lewis and Clark Expedition concluded in 2006. Missouri will build on the awareness created by the event and continue to include these sites in our promotions.

### Goal

Increase visitation at Missouri's Lewis and Clark historic sites.

### Strategy

Promote historical attractions and events that emphasize Missouri's history, such as Lewis and Clark.

### Tactics

- Maintain contact with communities and organizations to keep abreast of what is available.
- Develop itineraries that encourage travel to historical sites and events.
- Use VisitMO.com to present sites and events to the traveler.
- Use public relations and advertising where appropriate.

## MISSOURI HERITAGE

Missouri is home to people of many races, creeds and cultures. Travelers can experience numerous different traditions and customs throughout our state.

### Goal

Generate travel to places and events that highlight the people who shaped Missouri.

### Strategy

Create a public relations program that invites the traveler to experience Missouri's culture, such as German heritage in Hermann and Italian traditions on the Hill in St. Louis.

### Tactics

- Create press releases on heritage events.
- Pitch feature stories on communities and the people who settled them.
- Build press trips around the people and places of Missouri.

### Strategy

Incorporate heritage attractions and events into existing advertising campaigns.

### Tactics

- Highlight heritage events and sites in advertorials:
  - Creole Colonial District, Oktoberfest, Fiesta Hispana.
- Create heritage itineraries.
- Create fulfillment pieces showcasing our heritage.

### Strategy

Use VisitMO.com to draw travelers.

### Tactic

- Enhance Web site content pertaining to Missouri heritage.



### Strategy

Measure current success to determine further strategy.

### Tactics

- Determine what is known about Missouri's heritage sites.
- Determine why travelers visit Missouri's heritage sites.

## MISSOURI ARTS

### Goal

Drive traffic to Missouri's museums, theaters, music venues.

### Strategy

Use public relations to promote arts travel opportunities.

### Tactics

- Create press releases on exhibits, plays, musicals, festivals.
- Write feature stories for distribution.
- Highlight art experiences.
- Promote regional art projects.
- Promote craft exhibitions.
- Create itineraries around art and music.
- Develop themed art and music press tours.

### Strategy

Incorporate art and music into existing advertising.

### Tactics

- Take advantage of advertorial opportunities:
  - Calendars of arts events or music festivals.
- Include arts/music in advertising campaigns.
- Create contest to attract interest/drive traffic to musical events and theatrical plays.

### Strategy

Use Web site to feature art and music.

### Tactic

- Feature artists, performances, festivals.

### Strategy

Research success of arts and music promotion to determine future strategies.

### Tactics

- Use research to determine who travels for art and music.
- Determine what motivates this traveler to visit.

## MISSOURI'S AGRITOURISM ATTRACTIONS

When you visit a harvest festival, stop off at a winery and take the tour, spend the afternoon at a pick-your-own-fruit orchard or cut your own Christmas tree, that's agritourism, and it is a growing segment of Missouri tourism offerings.

According to recent cultural and heritage tourism research, travelers do not consider the Midwest as a place to experience wineries. MDT has an opportunity to market the state as the premier Midwestern wine destination. The division will look for partnership opportunities to work with the Missouri Wine and Grape Board and the Department of Agriculture to promote wineries, agriculture and Missouri agricultural products.

### Goals

- Position Missouri as the Midwest's premier wine destination.
- Encourage visitation by new visitors to agritourism attractions, particularly wineries.
- Expand existing visitor stays by including agritourism attractions in their itineraries.



Missouri State Capitol grounds



### Strategy

Use public relations to promote agritourism opportunities, particularly food and wine attractions.

### Tactic

- Pitch stories to family-oriented media that focus on the experience of agritourism, such as farm stays, tours, cooking schools or demonstrations.

### Strategy

Incorporate agritourism into existing advertising.

### Tactic

- Explore joint advertising opportunities with Wine and Grape Board and Department of Agriculture.

### Strategy

Promote agritourism opportunities to groups.

### Tactics

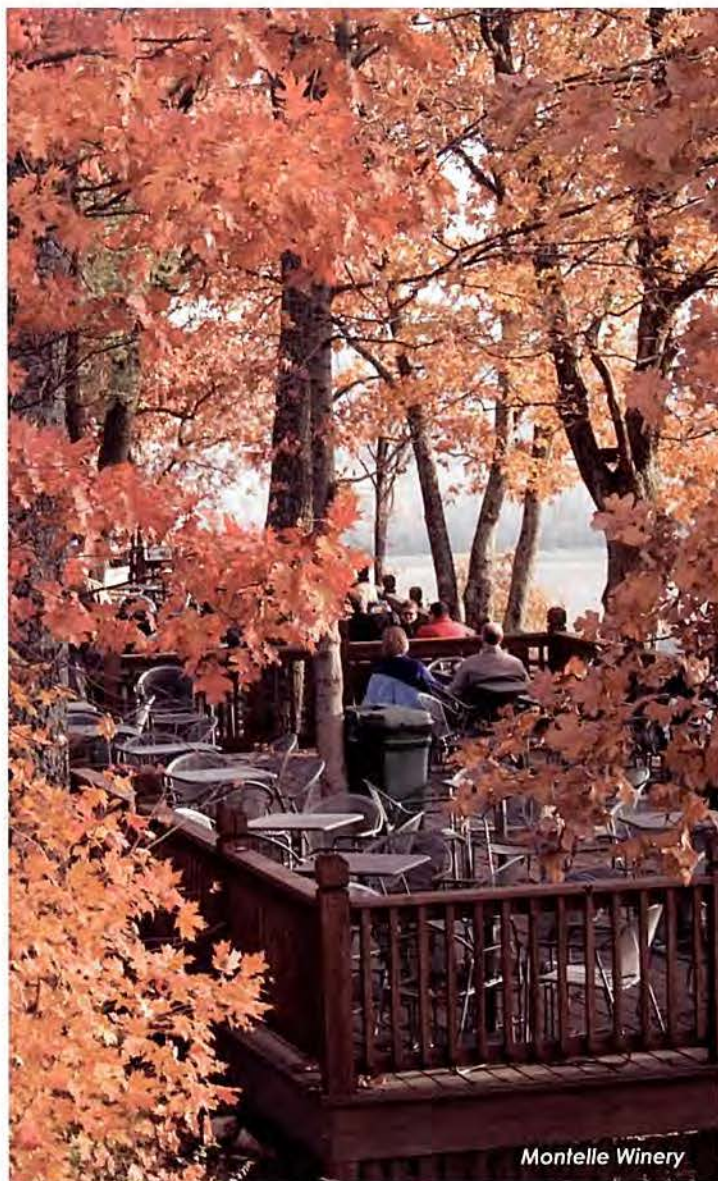
- Add agritourism opportunities to existing group itineraries.
- Include agritourism information in meetings with travel planners, particularly student and youth groups.

## Tour and Travel

A visit by an overnight motor coach tour group leaves \$5,094 to \$11,264 in a destination's economy. In an effort to capture a greater share of this lucrative, but changing domestic group tour market, the Division of Tourism and contractor Legacy Dimensions will continue to focus resources on the affinity and student travel markets. These efforts produce multiple benefits, including helping drive pre-formed group business to professional tour operators offering Missouri products and expanding the definition of Missouri's group tour business. Missouri enjoyed increased exposure as Branson hosted the 2006 Student Youth Travel Association Summit and we anticipate the state will make another mark as Kansas City hosts the 2007 National Tour Association Annual Convention. Both afford clients the opportunity to experience Missouri first-hand.

### TARGET MARKETS

- Affinity groups:
  - Bank clubs;
  - Retirement community travel clubs;
  - Religious groups;
  - Student youth groups.



- Traditional travel trade:
  - Tour operators;
  - Travel agents;
  - Receptive/packaged tour operators.

### TARGET AUDIENCES

- Ages 55 and older traveling with a spouse, or widow(er) traveling alone.
- Students traveling for educational or performance purposes.
- Day-trip groups.
- Baby boomers seeking individual experiences without driving.
- Individuals attracted by similar interests.

### Goals

Increase domestic group visitors to Missouri.  
Increase length of group tour visitors' stays.

### Strategy

Promote Missouri as a positive, safe, fresh and memorable destination for group travel.

### Tactics

- Expand promotions and participation in selected trade shows



aimed at reaching the travel trade and affinity groups identified as target markets.

- Participate in National Tour Association and continue a 24-year tradition of sponsoring Breakfast in Bed.
- Participate in American Bus Association Convention.
- Attract the student travel market by continued participation in the Student Youth Travel Association Conference, SYTA Summit and Midwest Clinic.
- Continue Missouri promotion conducted during the Bank Travel Conference.
- Participate in various trade shows to include International Motorcoach Group (IMG), Travel Alliance Partners Conference and Missouri Showcase Marketplace. (See calendar.)
- Host group tour media on personal trips and itinerary-based media familiarization tours.
- Work with Warner Bros. and appropriate organizations to create group tour promotions and itineraries to promote Missouri's Jesse James sites capitalizing on the release of the movie "The Assassination of Jesse James by the Coward Robert Ford."
- Create press releases appealing to specific market segments.
  - Work with appropriate organizations to distribute Jesse James press releases to group tour and travel trade press.
- Utilize group tour and student market specific print advertisements and collateral materials.

- Create and execute familiarization trips for group leaders and tour operators.
- Participate in cooperative marketing programs, including direct mail, with established tour operators.
- Continue and expand itinerary-based marketing approach to include targeted niche markets.
  - Develop experiential, hands-on, interactive itineraries.
  - Continue to develop itineraries and inventory of Missouri's Civil War sites.
  - Offer student-friendly itineraries combining fun and excitement with education and promote to media.
  - Expand inventory of African-American history itineraries.
- Educate Missouri travel industry on the intricacies of working with unique markets such as military reunions, student groups, etc.
- Continue to work with regional marketing program TAP Into Southern Treasures and multi-state alliance "Grand Central USA" with partners Arkansas, Kansas and Oklahoma.

### Strategy

Use Web site to increase cost-effective marketing strategies.

### Tactic

Expand the itineraries and escort notes available, including a substantial increase in day-trip offerings.



Mississippi River Tales Mural,  
Cape Girardeau



# Events, Trade Shows and Marketplaces

**JAN. 9-14**

**Kansas City Sport  
and Boat Show**  
Kansas City, Mo.

**JAN. 22-23**

**NAJ Tour Operator  
Summit West**  
Los Angeles, Calif.

**JAN. 27-FEB. 1**

**American Bus Association  
Annual Convention**  
Grapevine, Texas

**FEB. 6-11**

**St. Louis Boat Show**  
St. Louis, Mo.

**FEB. 15-17**

**Bank Travel Conference**  
Jacksonville, Fla.

**FEB. 21-22**

**Capital Days for Tourism**  
Jefferson City, Mo.

**SPRING**

**Missouri Days in Canada**  
Toronto, Canada

**APRIL 11-15**

**Midwest Travel Writers  
Association Meeting  
and Marketplace**  
Indianapolis, Ind.

**APRIL 21-25**

**TIA Discover America  
International Pow Wow**  
Anaheim, Calif.

**APRIL 22-27**

**Missouri's On the Move**  
Tulsa, Oklahoma City,  
Okla., Dallas/Ft. Worth,  
Texas

**MAY 9-10**

**Missouri Bank Travel  
Exchange**  
Jefferson City, Mo.

**MAY 20-22**

**Public Relations Society  
of America Travel and  
Tourism Section/Society  
of American Travel Writ-  
ers Conference**  
Los Angeles, Calif.

**JUNE**

**Missouri U.K. Sales Mission**  
London, England

**JUNE 3-5**

**MACVB Annual Meeting**  
Maryland Heights, Mo.

**JUNE 7-9**

**Travel Alliance Partners  
"Tap Dance"**  
Palm Springs, Calif.

**JUNE 17-19**

**2007 International TTRA  
Annual Conference**  
Las Vegas, Nev.

**JULY 17**

**Joint Meeting Planners  
Trade Show**  
Jefferson City, Mo.

**AUG. 8-11**

**International Motor  
Coach Group**  
French Lick, Ind.

**AUG. 27-28**

**Missouri Showcase  
Marketplace**  
St. Louis, Mo.

**SEPT. 7-11**

**Student Youth Travel  
Association**  
Whistler, B.C., Canada

**SEPT. 4-9**

**Midwest Travel Writers  
Association Meeting  
and Marketplace**  
Door County, Wis.

**SEPT. 26-28**

**28th Annual CenStates  
Chapter TTRA  
Conference**  
Madison, Wis.

**NOVEMBER 2007**

**Cultural Heritage and  
Tourism Conference**  
Seattle Wash.

**Nov. 2-7**

**National Tour  
Association Convention**  
Kansas City, Mo.

**Nov. 11-14**

**Ontario Motor Coach  
Association**  
Ottawa, Canada

**Nov. 12-15**

**World Travel Market**  
London, England

**Nov. 27-30**

**Travel Media Showcase**  
Palm Springs, Calif.

Blue Spring Natural Area



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2007 Photo Contest entry

  
**MISSOURI**<sup>®</sup>  
Where the rivers run  
**MISSOURI DIVISION OF TOURISM**  
**www.VisitMO.com**

Rivers Edge Inn, Eminence



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